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PALM DESERT TO BE SITE OF PERMANENT CALIFORNIA STATE UNIVERSITY CAMPUS

PALM DESERT, CA -- (October 27, 1994) -- In a press conference today, Palm Desert outlined the steps it is taking to establish the city as the site of a permanent California State University campus. Mayor S. Roy Wilson announced the details of an offer set forth in a MOU (memorandum of understanding) to the Board of Trustees of California State University, headquartered in Long Beach, CA.

Representing Cal State were Dr. David Leveille, Director of Institutional Relations, William Takehara, Associate Vice President for Financial Operations and Dr. Peter Wilson, Dean of the California State San Bernardino Palm Desert campus. Attending on behalf of the city were Mayor S. Roy Wilson, Council members Jean Benson, Buford Crites, Dick Kelly, and Walt Snyder, City Manager Bruce Altman and Economic Development Director Paul Shillcock.

In total, the city has offered to donate 200 acres of land for the express purpose of developing a free-standing, full-service permanent Cal State campus. The proposed site of the new campus is the northeast corner of the intersection of Frank Sinatra and Cook Street.

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PALM DESERT TO BE SITE OF PERMANENT CALIFORNIA STATE UNIVERSITY CAMPUS

2-2-2

Currently there are 525 students enrolled in various BA and Master's programs at the California State San Bernardino satellite campus in Palm Desert. Consisting of five modular buildings, the temporary satellite site was established in the fall of 1986 and is located on the east end of the COD campus.

The range of services and programs available through Cal State will dramatically increase with the addition of the initial permanent campus facility, indicated Shillcock.

Dr. Peter Wilson commented, "The development of a university campus in the Coachella Valley has long been a dream shared by many in the region. Because of the extraordinary leadership displayed by Mayor Roy Wilson and the Palm Desert City Council through the donation of this land, the dream is a critical step closer. All of us owe a debt of gratitude to Roy and his colleagues for his foresight and commitment to Palm Desert and the entire Coachella Valley. The great challenge facing us now is to raise the money to build the initial facilities."

If accepted, the city's offer gives the university 20 years to develop the full 200 acres. The first step is for the university to establish a budget for the permanent campus and then build a permanent "initial" campus on 40 of the acres, according to Shillcock. Time frame for completion of the first stage would be approximately two years.

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**PALM DESERT TO BE SITE OF PERMANENT
CALIFORNIA STATE UNIVERSITY CAMPUS**

3-3-3

During the interim phase, the city will retain the right to work in conjunction with the university to develop projects on the remaining 160 acres which would be viewed as beneficial to the city and the community and that the university could continue to lease or utilize when acquisition of the full acreage is necessary.

Palm Desert City officials are anticipating an approval by the university at the November Board of Trustees meeting. In addition to presenting the city's offer for the land, the MOU spells out the city's responsibilities in coordinating efforts of planning for the development and requirements on the part of the university.

"It's an exciting occasion when two governmental agencies can join together to meet a need so vital to the whole Coachella Valley," said Mayor S. Roy Wilson. "This is a day that will be remembered in Palm Desert's history for the years to come."

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**Programs available through the California State San Bernardino
satellite campus include:**

- Business Administration
(Small Business Management and a BS in Accounting)
- Administrative Service Credential
- Basic Teaching Credential (Single and Multiple Subjects)
- Master in Education and Counseling
- Master in Education (Reading Specialist, Special Education and
Educational Administration options)
- Bachelor of Arts in English
- Liberal Studies
- Paralegal Certificate Program
- MPA (Masters in Public Administration)
- BA in Psychology
- Hotel & Restaurant Management (through Cal Poly Pompano, available in
January 1995)